RJ Reynolds
Tobacco Company

D. P. FITZGERALD
Area Manager - Operations
North East Sales Area
910-741-2053

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SENT VIA E-MAIL

TO: NESA ROM's and RBM's

SUBJECT: **Region Manpower Model Assumptions/Criteria**

During our recent Sales Area Meeting, I gave each Regional Manager a copy of the Workplan/Manpower Model reflecting planned second half 1996 promotional activity. The Model utilizes the below listed assumptions for each Region. To ensure the Model is more reflective of how each Region actually operates, we would appreciate you providing us with your best estimates for each criteria:

Assumption/Criteria	Current Input
• VAP	
– Premiums	90%
– BSGSF	98%
– Coupons (Workplan)	90%
– Buydown (Workplan)	65%
– Average calls per day (R.R. only)	7
– % of discounting handled by R.R. (GAP, Ceiling, Retail Accrual)	65%

This assumption/criteria should be read as follows:

- VAP delivers the following percentages of Workplan allocations by promotion type:
  - Premiums - 90%
  - BSGSF's - 98%
  - Coupons (Workplan; i.e., Doral $2.00 Supermarket) - 90%
  - Buydowns (Workplan) - 65%
- % of discounting handled by R.R.'s - this is the % of discounting that the R.R.'s actually touch; i.e., not handled by scanner buydown, direct account, etc.

If at all possible we would appreciate your best estimate for each of the criteria for your Region on or before 5/31/96.

Call if you have any questions.

Don
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